



Media Pack

SALES AND SERVICES

Newspapers

- The Press** – 82,750 daily readers
- Gazette & Herald** – 31,459 weekly readers
- York Star** – 72,187 weekly readers
- Selby Star** – 18,804 weekly readers

(JICREG July-Dec 2008)

Advertising Platforms

Newspapers

The Press – Daily

- The classified section appears in The Press daily
- Life & Times section appears on a Saturday providing an ideal platform for gardening
- Adhoc features are run regularly throughout the year



Gazette & Herald – Wednesday

- The classified section appears in the Gazette & Herald each week



York Star and Selby Star – Thursday

- The classified section appears in the York Star and Selby Star each week.



Online

Websites

- Local Classified Ads, Bargain Search, Ads Online and the North & East Yorkshire Exchange and Mart buy and sell platforms are on our websites thepress and gazetteherald.co.uk



Niche Publications

Yorkshire Living – Bi-Monthly

- A quality up-market lifestyle magazine specifically distributed to AB households and in selected outlets to attract affluent readers in North Yorkshire



Life & Style - Monthly

- A full colour supplement distributed with The Press every second Tuesday of the month
- It focuses on all aspects of home, gardening, DIY and motoring.



Look it Up - Monthly

- A full colour glossy A4 monthly classified publication distributed to over 57,000 households in and around York
- Look it Up focuses on Gossip, Showbiz, Competitions, Puzzles, Local winners and Local 'what's on' listings





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Facts

- 9 out of 10* local press campaigns work
- *Local press advertising increases awareness by 10%
- 65%*** of adults believe newspapers are best at representing their local area
- 18%** of adults have used a plumber (Base; all adults)
- 13%** of adults have used a Solicitor (Base; all adults)
- 9%** of adults have used a builder (Base; all adults)
- 9%** of adults have used a financial advisor (Base; all adults)
- 80%*** of local press readers in Yorkshire state that they take action from an advertisement seen in their local press
- 89%*** of adults spend most of their time within 10 miles of their home
- Local media is the number one**** medium for finding removal services, ahead of word of mouth and directories
- Local media is the number one**** medium for finding solicitors

(*The Conversion Study – The Newspaper Society 2003, **Consumers' Choice V – The Newspaper Society 2004, ***The Wanted Ads – The Newspaper Society 2006, ****The Wanted Ads Property, The Newspaper Society 2008)

Newsquest York Circulation Area

Facts

- There are 324,752 households
- 79,940 of the households have 5 rooms
- 280,325 of the households have central heating

(BMRB – Experian 2007)

Advertising opportunities

Includes classified, run of paper, solus positions, colour, mono and highly readable features combining editorial with advertising

We are more than happy to welcome new suggestions, just contact your Representative



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gazetteherald.co.uk